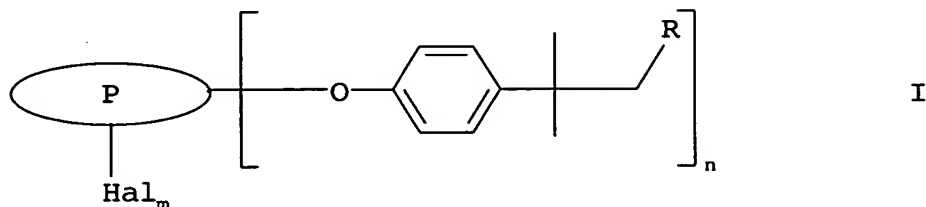


We claim:

1. Composition comprising

i) at least one radiation-absorbing  
tert-alkylphenoxy-substituted polycyclic compound A of the  
general formula I



where

P is a conjugated polycyclic radical which is stable to  
bases and nucleophiles, optionally bears aryl substituents  
and contains no group from the group consisting of  
-CO-NH-CO-, -COOH and -CO-O-CO-;

R is C<sub>1</sub>-C<sub>8</sub>-alkyl, whose carbon chain may be interrupted by  
one or more groups selected from the group consisting of -O-,  
-S-, -NR<sup>1</sup>-, -CO- and -SO<sub>2</sub>- and which may be monosubstituted or  
polysubstituted by identical or different radicals selected  
from the group consisting of C<sub>1</sub>-C<sub>6</sub>-alkoxy and a 5- to  
7-membered heterocyclic radical which is attached via a  
nitrogen atom and may contain further heteroatoms and/or may  
be aromatic; or R is C<sub>5</sub>-C<sub>8</sub>-cycloalkyl, whose carbon framework  
may be interrupted by one or more groups selected from the  
group consisting of -O-, -S-, -NR<sup>1</sup>-, -CO- and -SO<sub>2</sub>- and which  
may be monosubstituted or polysubstituted by C<sub>1</sub>-C<sub>6</sub>-alkyl;

R<sup>1</sup> is hydrogen or C<sub>1</sub>-C<sub>6</sub>-alkyl;

Hal is chlorine and/or bromine;

m is from 0 to 15; and

n is from 1 to 16, subject to the proviso that the sum  
m + n is ≤ 16

and

ii) at least one curable IR-reflecting component B which

comprises

- a) at least one achiral nematic polymerizable monomer and at least one chiral polymerizable monomer;
  - b) at least one cholesteric polymerizable monomer;
  - c) at least one cholesteric crosslinkable polymer; or
  - d) at least one cholesteric polymer in a polymerizable diluent.
2. A composition as claimed in claim 1, wherein the group P in a compound A of the general formula I is a base-stable radical selected from the group consisting of naphthalenes, anthracenes, phenanthrenes, tetracenes, perylenes, terrylenes, quatterylenes, pentarylenes, hexarylenes, anthraquinones, indanthrones, N-substituted naphthalene-1,8-dicarboxylic monoimides, N,N'-disubstituted naphthalene-1,8:4,5-tetracarboxylic diimides, N-substituted perylene-3,4-dicarboxylic monoimides, N,N'-disubstituted perylene-3,4:9,10-tetracarboxylic diimides, N,N'-disubstituted terrylene-3,4:11,12-tetracarboxylic diimides, N,N'-disubstituted quatterylene-3,4:13,14-tetracarboxylic diimides, acridines, carbazoles, dibenzofurans, dinaphthofurans, benzimidazoles, benzothiazoles, phenazines, dioxazines, quinacridones, metal phthalocyanines, metal naphthalocyanines, metal porphyrins, cumarins, dibenzofuranones, dinaphthofuranones, benzimidazolones, indigo compounds, thioindigo compounds, quinophthalones, naphthoquinophthalones and diketopyrrolopyrroles.
  3. The composition as claimed in any of the preceding claims, which comprises from 0.01 to 20% by weight of compound A, based on the total weight of compound B.
  4. The composition as claimed in any of the preceding claims, wherein component B comprises at least one achiral nematic polymerizable monomer and at least one chiral polymerizable monomer.
  5. The composition as claimed in any of the preceding claims, which further comprises at least one auxiliary selected from the group consisting of photoinitiators, binders, leveling agents and UV and weathering stabilizers.

6. The use of a composition as claimed in any of the preceding claims for producing a heat-insulating coating.
7. A heat-insulating coating comprising at least one oriented, cured layer of a composition as claimed in any of claims 1 to 5.
8. A heat-insulating coating as claimed in claim 7, which comprises at least one oriented, IR-reflecting, cured cholesteric polymer which has a helical superstructures pitch which corresponds to a wavelength in the IR spectral range.
9. A heat-insulating coating as claimed in claim 8, which comprises at least two layers, the IR-reflecting polymers in the different layers each having different helical superstructures pitches which correspond to wavelengths in the IR spectral range, and/or opposite chiralities.
10. A process for producing a heat-insulating coating as claimed in claim 7 or 8, which comprises applying to a substrate a composition as claimed in any of claims 1 to 5, and, if desired, orienting said composition and curing said composition.
11. A process as claimed in claim 10, wherein curing is carried out by polymerizing the monomers of groups a) or b) or the solvent of group d) or crosslinking of the polymer of group c).
12. An article having thereon a heat-insulating coating as claimed in any of claims 7 to 9.

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